

TOYS

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Expect 1984 to be an unusually strong year for the Ideal™ Toy Line. The new items comin' at you this Spring promise to strengthen the initial impact of some of our key established lines. A few of the outstanding examples of strong line additions and extensions: Lighted Slam Shifters™, a first in die-cast miniatures; Manglors™ Action Allen Figures in the new "Prehi-Storage Play Egg"; and colorful new additions to The Chipmunks™ Collectible Play Figure line. Strong Spring promotions, such as the powerful on-pack support programs for both Lighted Slam Shifters™ and The Chipmunks™, plus concentrated advertising, will support year-round sales and help produce strong year-round profits for everyone.